"WHERE THE SUNSET TURNS THE OCEAN'S BLUE TO GOLD"

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ADVERTISING PAYS

Promoting the Progress of the Beach and Bay Sections of San Diego and the Entire Point Loma Peninsula

Comprising Ocean Beach, Pacific Beach, Mission Beach, Chatsworth, Catalina, Glenartney, Loma Portal, and Point Loma Heights

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VOL. 1—NO. 35 | KIRK SMITH, Editor-Owner | Ocean Beach, California, Friday, July 20, 1923 | PHONE POINT LOMA 17 | FIVE CENTS THE COPY

BUILDING ACTIVITY

RAPID PROGRESS IN CONSTRUCTION OF NEW SCHOOL ANNEX

With the pouring of concrete in the foundation forms for the new school annex, rapid progress is being made in the construction work under the immediate direction of A. R. Georgia & Son, a well-known firm of successful San Diego contractors.

According to Ellis Georgia, the junior member of the firm, it is announced that the new building will be in two units of hollow tile, and of fire-proof construction. Unit A will include two large additional class rooms, to be ready for occupancy in September, and Unit B will comprise the manual training and domestic science rooms, with toilet quarters and boiler room. There will be a large central court and corridor suitable for the future addition of an auditorium or assembly hall.

The Arcola system will be installed by Charles N. Peltcher, proprietor of the Ocean Beach Plumbing company, who has the plumbing and heating contract. Other sub-contractors include Chas. Kelly, brick and tile work; Tillson, painting; Guttereaux Roofing company, roofing; C. H. Messmer, wiring; W. J. Glasson Planing Mill, windows and doors; building material by W. J. Bailey Co., and Squires Belting Co., and lumber by the Benson Lumber Company.

Quite a large number of Ocean Beach mechanics and workmen are employed on the job by the Georgias, and John Leggitt, an old-time carpenter, is inspector for the Board of Education.

FREE DIRT AT THE NEW SCHOOL ANNEX

A. R. Georgia & Son, the hustling contractors for the new school building on Santa Monica avenue, announces that they have plenty of FREE DIRT for filling in and top soil purposes. Now is the time to get it while the getting is good. Call at the construction shed on the grounds or phone Point Loma 256-J. First come, first served.

REPEAL REQUESTED OF OLD DANCING MANDATE

W. E. Benbough, the boosting proprietor of the popular dance pavilion has asked the City Council to repeal the ordinance passed during war times, requiring the removal of hats by women folks when dancing.

The law works a handicap and hardship on the visitors at Ocean Beach and is detrimental to dancing patronage.

FISHERMEN, ATTENTION—Get your bait and tackle at JACK'S place OCEAN BEACH BAIT HOUSE. Phone: Point Loma 6

O. B. LIBRARY

The vacation reading contest is proving very popular. The child reading the most books between July first and Sept. first, and making a written report of each book will receive a book of his own choice at the end of the contest.

The poster on exhibit this week is entitled, "The Summer Garden." Some of the books will be helpful, to wit: "Roses and Rose Growing," Kingsley; "Sweet Peas," Crane; "Pansies, Violas and Violets," Cuthberlon; Everblooming Roses," Drennan; "How to Lay Out Suburban Home Grounds," Kellaway; "Landscape Gardening," Waugh.

MARGARET RANKIN, Librarian.

BATHING BEAUTIES WILL PARADE SUNDAY AT OCEAN BEACH

Bathing beauties, representing dozens of San Diego business houses and as many unattached entrants as desire will take part in the bathing girl review at Ocean Beach next Sunday afternoon.

Silver loving cups and other valuable prizes will be awarded the girls chosen as winners. The parade is being handled under the direction of B. J. Schaefer, who has taken an active part in staging some of the bathing beauty parades for which other California resorts are famous.

The parade will be staged on the beach and the girls will afterwards mount a platform to be judged by the crowd. The judging by popular vote will start at 3 o'clock and a big assemblage is predicted.

SPECIAL NOTICE—Froide's Photo studio will close Mondays, Wednesdays and Fridays at 7 p.m. Open Tuesdays, Thursdays and Saturdays until 9 p.m.; open Sundays from 9 a.m. to 5 p.m. Opposite postoffice.

BILL BOOSTER SAYS

A QUARTER DONT AMOUNT TO MUCH AROUND TOWN BUT THE AVERAGE GUY, HE THINKS ITS SOME PUNKINS IN THE COLLECTION BOX!! BE LIBERAL WITH YOUR CHURCH! THERE AINT ANY PLACE IN TOWN WHERE MONEY WILL GO AS FAR!
CHARLES SUGHROE

BUTTERFLY SWEET SHOPPE

Now sells ice cream cones, ice cream, lollypops and fancy box candy.

SOCIAL PROGRAM TO BE GIVEN TONIGHT AT OCEAN THEATRE

The recently postponed program of the C. of C. will be given tonight at the Ocean Theatre and will be presented mostly by Juniors under the very efficient direction of Mrs. A. M. Morgan.

Some excellent features will be a special dance by little Julia Slausson, a clever five-year-old professional dancer, and two bright and well-known Ocean Beach girls, Jessie Dunbar and Mary Bealer who will play the piano as well as dance. The O. B. orchestra will furnish the ensemble numbers and the entertainment promises to be exceptionally enjoyable. Don't miss it.

SPECIAL NOTICE — Franco-American Toilet Preparations for sale at FROIDE'S STUDIO, opposite postoffice, Mrs. J. P. Froide, agent.

ALLIGATOR ROCK LODGE OPENS VERY AUSPICIOUSLY

Under the immediate direction of Mr. and Mrs. C. E. Taller, the famous Alligator Rock Lodge was reopened last Wednesday and gives every promise of steady success. A specialty is made of Sunday evening hot suppers, while arrangements can be made at any time for luncheons, teas, and bridge and dinner parties

AN IDEA

By DONALD CAMERON

An idea is the germ or seed created by nature in the individual when the mind is open to receive it. Man's body is the supply of nourishment in which it is stored to enable it to make some small start towards the tree of life. And so the idea in man planted by nature, the gardner, in the garden of the world, has arranged that before the tree dies the idea or germ of a new tree shall have been created, and many never become corporeal (materialize).

Nature is the silent witness to her own developments. Before the eyes of man, in him and round him, the flash of light, an idea, focused through the lens (the eyes) leaving its impression on the open mind.

And so a good seed that falls in good ground is carefully guarded. Man's body is its fort, and so with a nation. Talk is the vehicle that carries it forth. The feelers or roots that select from the available nurishing substances in proportion to its development.

Ideas in their infancy are what men are looking for. They seek them where they can find them and it becomes their mision in life to absorb new ideas, and expell old ones. Selective according to consciousness or intelligence. A new idea needs fostering care at the beginning but after the taste is established it becomes independent and interest quickens.

A conscious people or nation clear the way and remove the obstacles to secure the future of their offspring, not by force but by guidance. And so ideas that have lain dormant, (waiting for their season) since man became a living soul, are the germs handed down by nature to take the secrets from nature through the creatures of new plants, (new but yet old). The men or women that stay closest to nature. The plant wizards of today. Their physiological function, that of taking secrets from nature. And obtaining food from the soil. They also eliminate waste ideas. They are the organs of absorption and excretion. They relieve strain and restore racing emotions to the level plane of ordinary things. They make for the steadiness of the tree, like nature always, something hidden and covered up. There is always the psychological moment in life when they are at the door.

Nature, the head gardner, directs the pruning of the branches and roots to keep the balance, or starts a new lead from below. All are gardners at different stages. We have branches on the tree that have reached the Zenith of their career like the Doctor who found out that nature had the curing of consumption in her own hands. The red and white corpuscles in the blood are governed by good food, fresh air and water, and right living. A balancing power that would skip two or three generations to show up afresh. The white overcomes the red as people pass middle age.

There was a time when the preachers could devote their time to guiding their flocks in the right direction. Their living was then secure. The flying machine, a flash of light, an idea, watching the birds. And so we have the one idea taken and the other left. Both go together according to the power that guides them. Nature never discloses all her secrets in one place at one time.

BROWN'S SOUVENIR STORE

At 5041 Newport avenue, directly opposite the Maine Garage, announcement is made of the opening of Brown's Souvenir and Stationery store. Fancy leather goods, purses, beads and souvenir trinkets of all kinds form a very pleasing variety to satisfy everybody. The goods are generously displayed in the new Peeler building to excellent advantage.

DON'T MISS COOKED FOOD SALE

Don't forget the cooked food sale tomorrow at Faber's Cash and Carry store for the benefit of the Congregational church.

A GOOD WAY TO UPSET PRICES

Further Exposures of How Edison-Ford Money Plan Would Fail to Aid Farmer.

The way the Edison-Ford "commodity money" scheme, aimed to stabilize monetary values, would have exactly the opposite effect, is discussed in the present article, which is the second in a series prepared by the American Bankers Association, reviewing the exposure of the weaknesses of the plan as presented by William T. Foster, Director of the Pollack Foundation for Economic Research.

Briefly stated, the Edison-Ford plan provides for Government warehousing of basic commodities, against which currency would be loaned to the producer without interest, up to half the average value of the products for the previous twenty-five years. This currency would be cancelled as the commodities were withdrawn and passed into trade. On the other half of the value the producer would receive "equity certificates" which he could sell or use for bank loans. On these points Mr. Foster says:

Upsetting Price Equilibrium

"Steady price levels depend mainly on the balance between the volume of goods on the market and the volume of money offered for goods. The Edison plan is designed expressly to upset the balance. A farmer delivers, say, two thousand bushels of wheat to the Goverment warehouse and the Government delivers one thousand dollars in new money to the farmer. When the farmer sells the wheat he repays the loan and the Government destroys the money. Thus the volume of money is increased precisely when goods are stored; and the volume of money is decreased precisely when these goods are marketed. In other words, each transaction begins by placing in circulation goods without money to match the goods. Dollar demand is created as the supply of goods is withdrawn; the supply of goods is created as dollar demand is withdrawn.

"Would it enable the farmer to borrow more money on his products than he can now borrow? When Mr. Edison contends that farmers would obtain larger loans on their crops than they can now obtain from banks, he is confronted by this dilemma: Either the banks are now refusing to make sound loans, or, under the Edison plan, the Government would make unsound loans.

"Neither Mr. Edison nor Mr. Ford can consistently contend that banks now refuse to make sound loans, for that is the way banks make most of their profits, and Mr. Edison and Mr. Ford have no doubt that banks are conducted for profit. It follows that the plan would yield larger loans to farmers only if the Government met the risks of unsound banking. In that case all that insolvent borrowers gained would be paid by the rest of the population, which, to say the least, is not a fair deal.

Cutting Down Farm Credit

"Apparently, however, the Government is not expected to run many risks, for the farmer is allowed to borrow an amount no greater than one-half the average value of his product for the previous twenty-five years. But prices have risen so high since 1896 that the farmer could borrow on most products much less than half the present value of the products. It would be much less, therefore, than the farmer could borrow directly from the banks on graded products; on products not graded no Government loans would be made, for there would be no way of determining the twenty-five-year price average.

"However, the farmer, having obtained the stipulated Government loan on his goods, could then offer his equity certificate to a bank for an additional loan. But the equity certificate is virtually a second mortgage, and no bank would prefer a second mortgage to a first mortgage.

"Suppose the Old National Bank was willing to lend a farmer eight hundred dollars on one thousand bushels of wheat. Suppose, however, the farmer deposited the wheat in a Federal warehouse and obtained five hundred dollars from the Government. Certainly the bank would not lend the farmer three hundred dollars on the equity certificate. The protection of the bank would be greater if the farmer relied on the bank for the entire loan; for in that case the bank could realize on its security without being obliged to pay five hundred dollars to get the wheat out of Government storage. The farmer can now borrow more money from a bank on standardized farm products than under the Edison plan."

"IT'S NOT FAR TO A FABER STORE"

SIX NEW LIGHTS AND A FLASH LIGHT FOR OCEAN BEACH

City Manager Fred A. Rhodes was on hand at the regular meeting of the Ocean Beach Chamber of Commerce last Monday night and from his assurance there is every likelihood that the Beach will be benefited with a half a dozen new street lights as well as a special "flash" light at Chatsworth boulevard and Voltaire street, while the eight-inch water main on De Foe street is also promised soon. A committee was appointed to consider and arrange for a permanent camping ground, properly equipped, to accommodate the campers who now use the beach front.

It will pay you to visit the O. B. DRY GOODS special sale. Friday, Saturday, Sunday and Monday.

OCEAN THEATER

The current list of bookings by Manager Ericsson at the Ocean theater hits a bull's eye every time. Jackie Coogan will be shown in his best picture, "Daddy" during the mid-week, the prices being 20 and 30 cents, and for the other attractions regular prices will prevail. "Rich Men's Wives" on Sunday, with House Peters and an all star cast promises to be a knockout. A good comedy is always shown on every program. Don't miss 'em.

MANAGER SHAFFER SECURES SUITABLE BASEBALL GROUNDS

Through the courtesy and generosity of the various owners, Manager L. A. Shaffer, of the Ocean Beach Baseball club, has succeeded in securing an especially suitable ball field near the civic center of the Beach. It is located on the large vacant plot at the southeast corner of Niagara avenue and DeFoe street, and during the week workmen have been busy scraping the field and leveling the diamond in readiness for early playing. A practice game is announced for Sunday afternoon.

SAFE AND SOUND STOCK CERTIFICATES WORTHY INVESTMENT

Some A. A.-1 Bradstreet rating, non-assessable certificates of stock with five years of eight per cent coupons attached, payable monthly at any bank, are being offered by D. C. Crosby, a reliable Ocean Beach realty and insurance agent of 4930 Muir avenue. Shares can be obtained at present for the remarkable low figure of $$15. This is no "wild cat" scheme, but a legitimate investment most worthy of investigation at once.

GAS RANGE ECONOMY

Visit the Home Furniture Co. at 1240 Fifth street, San Diego, and witness the demonstration of ten per cent saving in gas bills by the use of the Garland range, already installed in over 80 per cent of hotels throughout the country. It is announced as the oldest and best range made, being designed to meet every demand.

DANCING AND PLAY

INDOOR AND OUTDOOR AMUSEMENTS ARRANGED FOR GIRLS AND BOYS

Theough the efforts of Mrs. Roy Cline and Mrs. Cunningham, acting for the P. T. A., arrangements have been perfected with Playground Commissioner Emky, for the establishment of indoor and outdoor amusements for the boys and girls of Ocean Beach, beginning this week.

The playgrounds at the Public School will be equipped with volley and basket ball supplies; the swings will be placed in commission and during the hours from 1:30 to 5:30 p. m., the children will be under the guidance of A. C. Baker as an expert representative of the playground commission.

Preparations are also being made for dancing under the direction of Miss Glidden, from 7 to 9 p. m., in one of the class rooms and in the open court, with special music to be furnished two or three nights each week for the younger folks. It is also very probable that aesthetic dancing instructions will be given on certain evenings to be announced later.

PASTRY SALE TOMORROW

The cooked food and pastry sale by the ladies of the Congregational church will be tomorrow (Saturday, July 21) at Faber's Cash and Carry store on Newport avenue. Besides plenty of good things to eat, there will be displayed for sale a large variety of useful and fancy articles. Be on hand early to get your choice.

FOR SALE—Blue Bird phonograph, mahogany cabinet, 15 records; originally cost $100; first $40 takes it. Also Singer sewing machine for $24; looks and sews like a new one; if you want a good machine at a bargain, don't pass this up. THE NEWPORT SHOPPE, 5003 Newport avenue, O. B.

ALL DAY PICNIC

The date of the regular meeting this week of the W. C. T. U. was moved forward one day, being celebrated yesterday with an all day picnic at the beach for the children and matrons of the Helping Hand home of San Diego. Special arrangements were made for the entertainment of the visitors by the members of the union.

SUCCESSFUL CRADLE ROLL

For the benefit of the First Baptist church a very enjoyable "Cradle Roll" was held last week at the home of Mrs. D. N. Shepley, 5114 Saratoga avenue. Refreshments were served in the tea garden and among those who actively aided in making the entertainment a success were Mrs. Storm, Mrs. Craig, Mrs. Shepley and Jean Amland. Some excellent group pictures were taken of the party.

Violet and Gold

The Boy Scout meeting at the Baptist church Monday night, July 16, proved to be a howling success. The meeting was led by Walter Varney, patrol leader of the Beaver patrol.

Two new boys, "Roban Rolly" passed their tenderfoot tests with all flags flying and are now full fledged tenderfeet.

After the meeting the Woodpecker patrol for amusement brought out a fat juicy watermelon and gave a piece to every boy in that patrol (boo-hoo! they never gave the Beaver patrol any!)

The meeting was closed with the Scout oath, the two new tenderfeet leading.

S. S. L., B. S. M.

TELEPHONE SERVICE WITHOUT MUCH COST

Operation of Switchboard Is One of Most Importance.

Where Regular Operator Is Required on Full Time It Is Well to Rent a Separate Room or Building With Living Quarters.

(Prepared by the United States Department of Agriculture.)

One of the problems connected with getting telephone service in rural communities, where frequently a small mutual company must be formed to have such service at all, is the matter of switchboard service. There are several ways of managing this necessary function without undue cost, if the line is not adapted to automatic or mechanical switching. In a new Farmers' Bulletin, 1245, Telephone Companies, just issued by the United

The Telephone Is Indispensable in the Rural Home.

States Department of Agriculture, the suggestion is made that rural line switchboards may be located in private homes or stores if the volume of business does not justify renting or owning offices or buildings. In the case of a switchboard in a private home, the owner of the house is paid a small rent, and some member of the family is made operator and paid for the service which can be done while carrying on regular housework. In case of an emergency a night call will always receive attention. When the switchboard is placed in a store instead of in a home, it costs but little, as someone has to be on duty in the store all day, but night calls cannot receive attention except by special arrangement.

When a regular operator is required on full time most companies will do well to rent a separate room or building. A number of mutual companies have built their central exchange buildings large enough to include living quarters for the operators. Thus instead of moving the board to the home of the operator, as is necessary when a change in operators is made, they move the operator to the board. Rent of living quarters is considered part of the operator's pay, and so, with little additional cost to the company over the rent of an office only, permanent headquarters are established for telephone operations. All companies reporting this plan have found it satisfactory.

DISH FOR LUNCH OR SUPPER

Recipe Given for Making Baked Vegetable Omelet or Souffle—Bacon Gives Flavor.

Drain cooked vegetables — peas, beans, cowpeas, carrots, spinach, or any preferred vegetables—to make one cupful of thick vegetable pulp when mashed or put through a sieve. Make a thick sauce by blending quarter cupful of fat with quarter cupful of flour and adding one cupful of liquid, which may be whole or skim milk, cream, meat stock, or the water in which vegetables have been cooked. Beat three egg yolks, and combine with the sauce and vegetable pulp. Add seasoning of salt, pepper, onion juice, and one of the following: Finely chopped parsley, chives, ham, one-eighth teaspoonful curry powder. Bacon used in making the sauce gives a good flavor. Beat the three egg whites till very stiff, fold into the souffle mixture and bake in a buttered baking dish in a slow oven firm. Other vegetables may be around the souffle.

Ancients Knew of Asbestos.

It is said to have been established that the ancient Greeks and Romans were aware of the fireproof properties of asbestos and made use of it in burying their kings. During the height of the Roman empire native kings and members of the nobility wore asbestos cloaks. According to an old legend, Charlemagne had his cloak and table covers made from this mineral, and mystified his guests by throwing the strange fabric on a fire and then withdrawing it undamaged.

Marco Polo, in 1250 A. D., visited the Great Khan of Tartary and found a fireproof material being manufactured from what he believed was the skin of the salamander—an animal popularly supposed to be immune from fire. It has been established that it was really asbestos fabric.

Put "Ocean Beach" plates on your car.

MICKIE SAYS—

SPEAKIN' OF ADS, JONAH'S WHALE HAD A HUNK OF LUCK AND PULLED IN A CUSTOMER WITHOUT ANY PUBLICITY, BUT IT IS RECORDED THAT HE COULDN'T HOLD HIM!
AN AD A DAY KEEPS THE SHERIFF AWAY
CHARLES SUGHROE

A WORD ABOUT PRINTING

The job printing department of the **Beach News** does **NOT** make any charge for estimating on printing of any description and your orders would be highly appreciated. Phone Point Loma 17.

Mention of The Beach News to our advertisers will be appreciated.

Phone to us
Write to us
Call to see us.

Phone, Point Loma 17

THE BEACH NEWS

is your friend.

Let's get neighborly!

THE SERVICE OF A FAILURE

BY J. H. PUELICHER
President American Bankers Association

J. H. Puelicher

When Governor Walton of Oklahoma signed recently the repeal of the bank deposit guaranty law in that state, he performed an economic service to the whole country. I might even say that Oklahoma in passing that law, enduring its evil consequences for fifteen years and then frankly casting it aside as a failure, has performed an economic service to the nation. There could be no more convincing argument against the passage of similar laws in other states than Oklahoma's disastrous experiment.

The Oklahoma guaranty law was the first of its kind. It was enacted in response to the panic of 1907. But experience has only proved again that there is no substitute for sound banking. Relying on the fancied security of the guaranty law, people entrusted their banking to many who were unfit for the trust. Bank failures have been so many that the fund, supposed to guarantee deposits, created by assessments on banks, was long ago depleted.

It is estimated that with total liabilities created under the law in the form of warrants and sums owing to depositors amounting to $12,000,000, there are in the hands of the Banking Board uncertain assets of nominally $15,000,000, ranging in value from zero to only thirty or forty cents on the dollar, resulting in a deficit of many million dollars. Sound, well-managed banks have been heavily taxed by assessments to the fund, and the maximum amount that could be assessed on solvent banks is insufficient to cover the deficit.

It has been well said that guaranty laws make for looseness in banking methods, and saddle on the competent and honest the sins of the incompetent and dishonest.

Let us have only laws that raise the standard of banking. Let us have no laws that debase it.

Katherine's Kollum

By MRS. KIRK SMITH — Phone, Point Loma 17.

A RIDDLE

Contributed by Miss Elvina Snel

I looked thru a railing,
And saw a boat sailing,
And what was the captain's name.

VISITORS AND VISITING

Mr. and Mrs. H. A. Schmid were very welcome arrivals by auto from San Francisco last Saturday at the home of **The Beach News**, 4829 Saratoga avenue. They are old-time friends of Katherine, and while here visited Mrs. Schmidt's sister, who also lives at Ocean Beach with her family. Mr. Schmidt has disposed of his bakery business in the northern city and for the present is residing at Long Beach. In company with ye editor and Katherine the happy visitors motored to Los Angeles last Sunday, the Schmidts later returning to Long Beach and Mr. and Mrs. Kirk Smith remaining in the Angel City on a most enjoyable visit at the home of Katherine's sister, Mrs. John Snel, whose husband is one of the popular proprietors of King's Lunch Room at 515 Main street. Business brought the editor back on Tuesday and Katherine returned yesterday after a highly delightful trip.

JOYFUL WELCOME

It was a mighty happy pair of little girls, Ella and Kitty, who gave a most joyous greeting to their Aunt Kitty and Uncle Kirk upon our arrival at their home in Los Angeles last Sunday and the pleasure was materially bountiful and fully worthy of this special paragraph.

Mr. and Mrs. C. A. Walton, their two sons, Delbert and Lee, Mr. and Mrs. E. A. Walton, their daughter Louise, are returning to their San Diego homes this week, after a pleasant vacation at Ocean Beach, where they stayed at the Muir apartments.

Miss Rose Morrison of 5028 Muir avenue, is entertaining Miss Anita Lortillon of Yuma, Ariz.

Mr. and Mrs. J. W. Rankin and daughter, Margaret, and Miss Blackstone, of Seattle, Wash., have just returned from a two weeks' camping trip in the Cuyamaca mountains.

Mrs. John Steele of Ocean Beach, Miss May Rosenberg of San Diego, were among the special guests at the recent home wedding of Horace C. Wilcox and Miss Lee Simpson on Muir avenue.

Mrs. C. H. Holz, of Tucson, Ariz., with her sister, Mrs. Mary Younghanns of Douglas, Ariz., are sojourning at the Muir apartments.

Mrs. Katherine Maclin and granddaughter Miss Louise Kingsbury, left last Monday for St. Louis, Mo. Mrs. Maclin will make her future home with her son, A. N. Kingsbury, who is cashier at the Liberty Central Trust Co., of St. Louis, but hopes to return to the Beach soon to be amongst her many friends

Mr. and Mrs. Kalend of the Kalend Grocery Co., San Diego, took their holiday here at the Beach with Miss Rosa Morrison at the Muir apartments.

Mr. and Mrs. J. A. Gilbert of 4963 Santa Monica avenue, left Wednesday for a ten-day motor trip, visiting friends in Long Beach, Los Angeles and Glendale.

An Ocean Beach vacationist sent her husband to the grocery the other day to purchase a box of Sunshine cookies. He asked for Moonshine cakes, and then wondered why the clerk and everybody present gave him the laugh.

AND THE CAT CAME BACK

An Ocean Beach Thomas cat, taken in a car from Brighton avenue to El Cajon last week, says, "Truthful Jeems" Hogan, found out the bathing beauty season was open and has returned to its former home—walking the entire distance!

WATERMELONS, WEINIES, DANCING IN HONOR OF VISITORS

Mr. and Mrs. W. N. Douglass were the gracious host and hostess at a "weinie roast" last Wednesday night, followed by dancing at the Garden of Eden, and then the entire party visited the Douglass home at 4776 Del Monte avenue, where watermelons were served and a jolly good time enjoyed untill the wee small hours. The evening of entertainment was given in compliment to Misses Agnes Benson and Mildred Verien, who are most welcome visitors from the Angel City.

Besides the honorees and the host and hostess the guests included Mr. and Mrs. Victor Nelson, Mr. and Mrs. Sam Chamberlain, Mrs. H. B. Freeman, James Peak and Clarence Nelson.

Mr. and Mrs. Arthur Diedrickson of Ettawanda street, are away on a month's auto trip through Oregon.

Mr. and Mrs. George Aldrich of 2376 Ettawanda street, and their daughter, Mary, will leave shortly on a two weeks' vacation to the Cuyamacas.

Mrs. W. N. Douglass of 4776 Del Monte avenue, is entertaining her sister, Miss Agnes Benson, and her friend, Miss Mildred Verien, both of Los Angeles.

Mrs. B. Drumms, of 4939 Muir avenue, will leave next Wednesday on an extended visit to her son, La Von Rex, who lives in Eugene, Oregon.

Mr. and Mrs. R. U. Damon are entertaining nightly with delightful free radio concerts at their home, 4732 Niagara avenue.

"Bert" Schneider, who lives in Ocean Beach and believes in Ocean Beach, says that it requires just 150 nuts to hold a Ford together and only one to hold it in the road. And "Bert" ought to know, for he is a banner boosting salesman for the Powell Motor company, First at C, San Diego.

Mrs. J. P. Keep, of Calexico, is visiting her sister, Mrs. L. M. Westcott at 1767 Defoe street. Mrs. Westcott will return with her sister to Calexico next Sunday.

Mrs. F .L. Dougherty of Alhambra, has enjoyed a very pleasant visit of about ten days with Mrs. L. M. Westcott on Defoe street.

MISS PEARL MAY BARNETT

"Jimmy" Hogan joyfully proclaims the news that he is the uncle of the plump and pretty ten pound baby daughter of Mr. and Mrs. William Barnett of 4923 Long Beach avenue. Miss Barnett arrived Tuesday, July 10, and has been christened Pearl May to the delight of all so happily concerned.

BAZAAR A BIG SUCCESS

The bazaar and cooked food sale held last Wednesday under the auspices of the Altar Society of the Catholic church, was a huge success, the many good things being sold out and netting a tidy sum for a most worthy purpose. The ladies express thanks to all.

SILVER WEDDING CELEBRATION

Mr. and Mrs. Clifford Wilcox of 4733 Newport avenue are still receiving congratulations over the celebration on June 26 of their silver wedding anniversary. Their marriage took place in Milwaukee, Wis., and they have resided at Ocean Beach about sixteen years. They have three children, who were all in attendance at the happy celebration which took place in the back country under most joyful surroundings. Returning home, a delightful dinner was served with only the immediate family in attendance. Joining with their hosts of friends the Beach News wishes them a long life of continued health and happiness.

CLASSIFIED ADS GET QUICK RESULTS

FIRE! FIRE!! FIRE!!!

In the event of fire or any emergency requiring the services of the Ocean Beach Fire Department
Phone 622-44

POLICE! POLICE!!

The Police Station is located on Abbott street, opposite the skating rink at the foot of Santa Monica avenue, and the phone number is
Point Loma 4.

POSTOFFICE SCHEDULE
(H. K. Rankin, Postmaster)

Mail arrives 10 a. m., departs 11 a. m.; arrives at 4 p. m., departs at 4:30 p. m. Mail closes fifteen minutes before departure. General delivery open 8 a. m. to 6 p. m., except on Sundays and legal holidays.

ALLIGATOR ROCK LODGE
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The Ocean Beach Chamber of Commerce

Regular Business Meeting Every First and Third Monday.

F. B. HARRISON, Secretary.

CALIFORNIA NEWS BRIEFS

The Shasta county supervisors have awarded $47,796 in contracts. For the county jail, an additional story and an insane ward; and three bridges to be built, one on the Alturas lateral of the Big Hatchet creek between Montgomery Creek and Burney, one for Little Hatchet creek on the same road, and across Roaring creek between Montgomery Creek and Bend.

Revolting conditions in the Sacramento county hospital, aired before the grand jury, have shocked residents of the county deeply. Testimony was introduced to show that patients were neglected until sores became infected with maggots. The investigation brought a scathing rebuke for the system of administration from District Attorney Henderson.

Mrs. T. H. Becker was jailed at Chico on complaint of the county humane officer for locking her 2-year-old child in a closet while she attended the Independence Day celebration. Neighbors reported that she did not return home until 2 o'clock on the following morning. The child's pitiful cries had attracted rescuers.

Five eastern furniture manufacturers are contemplating removing their business to San Francisco, which means an investment of several millions of dollars in that city. One of the concerns now has a $3,000,000 Pacific coast trade, while another sells a million dollars worth of its product in San Francisco.

Mrs. Zipporah Russ of Ferndale, a pioneer and the widow of Joseph Russ, has given to the state a tract of giant Redwoods of 166 acres, containing close to 30,000,000 feet. The tract is on the California highway near Orick in Humbolt county and is given as a memorial to Humbolt county pioneers.

Santa Clara county's apricot pack is unusually heavy this year, although the fruit is somewhat smaller than usual. Canneries are in full operation now, the prevailing price being $25.00 a ton. Last year's prices ranged from $45 to $50, and in some cases of extremely fine fruit, $75 were paid.

The route of the Tahoe-Ukiah state highway through Yuba county has been maped to run on the north side of the Yuba river as offering the least engineering difficulties. Several fast developing colonies are along this site and the road will pass through Brown's valley.

Fire that swept portions of the River Garden Farms property and the ranches of M. T. Emmert, B. C. Hughes and Cliff Meyers in Yolo county, did an estimated damage of $100,000. Between 50,000 and 55,000 sacks of grain were burned. Spraks from a harvester set it.

The federal grand jury has returned indictments against three U. S. shipping board officers and three dealers in surplus war supplies for conspiracy to defraud the government in the sale of a million dollars worth of material from the Liberty shipyard at Alameda.

The first application of steam from the geyser era near Santa Rosa was made with steam from a well 400 feet deep, turned into a turbin which operated a dynamo. It is reported that twenty-one kiliwotts were developed in the experiment.

The international gliders contest, scheduled for next month at Oakland has been postponed until a date in October, to avoid conflicting with other attractions of August. 200 motorless planes are expected to be in the 14-day meet.

Criticism of the governor's economy program, as curtailing educational activities was expressed in a resolution adopted at the final business session of the representative assembly of the N. E. A. convention at Oakland.

Charles E. Swift, member of the board of supervisors of Yuba county, representing the first and second wards of the city of Marysville and a former councilman, died suddenly of heart disease at Butte Meadows.

Mrs. Mary Brautlacht of Yreka, 90 and enjoying excellent health, has been on a ten days' outing at Castle Crag. In the point of years she is the oldest resident of Siskiyou county, coming to Yreka in 1852.

A wage compromise of three cents an hour increase for carmen averted a threatened strike on the Key Route and Oakland Traction company's lines. The men sought an increase of ten cents an hour.

Twenty-seven members of the I. W. W., convicted of criminal syndicalism in the Los Angeles Superior court, were sentenced to one to fourteen years each in San Quentin penitentiary.

A million marks would not buy a ham sandwich in Los Angeles for Frederick Sieg, German sailor. His collateral was refused in several cafes.

An English syndicate has taken over the 5,000-acre ranch of E. L. Doheny, near Santa Ynez, for a price of approximately $500,000. It is to be used for colonization purposes, it is said.

Leroy Cummings, member of the state highway engineering staff, dropped dead near Wilbur Springs while inspecting highway work. He was a former army captain.

Fire at Oakland for a while threatened the "Last Chance" saloon, a land mark of the early days and owned by "Johnnie" Heinold, godfather of Jack London.

Grass Valley has renewed activities to secure a natinoal bank.

Stockton city council appointed Henry Lieginger harbor master.

August 4, Hanford will hold a bond election to appropriate $26,000 for the school district.

Contracts have been awarder for construction of twenty-seven miles of the Garden highway.

William Glass, pioneer newspaper man of Fresno, has purchased the Fresno Evening Herald.

Mayor Shattuck of Lodi was amoung the victims of the vigilance workers and paid $2.50 fine for violation of traffic rules.

Mrs. Miriam Spatz of Santa Ana is seeking the whereabouts of her son Joe, 19, who has been missing for a year or more.

The California Bar association will meet at Stockton October 11, 12 and 13, the San Joaquin Bar association to be the host.

Prisoners in the county jail at Fresno administered a severe beating to Steve Montonas, an alien, for desecrating the flag.

July 10, T. E. Larabee of Yuba City celebrated his golden jubilee in Masonery. He entered the Osgood Lodge of Indiana.

A. W. Cote, of Los Angeles, largest independent broker in the west, has failed for $1,572,105.51, according to a preliminary estimate.

Thieves have visited numerous business houses at Truckee and taken what money could be found, leaving no clue to their identity.

A San Francisco department store clerk was robbed of $2,100 worth of jewelry as she waited on shoppers. Detectives recoverd them.

Carlos Hall, Los Angeles automobile salesman, was so overcome by the recovery of his stolen automobile that he suffered a lapse of memory.

Matthias Nelson of Eureka, father of State Senator H. C. Nelson, was found dead at his desk in the offices of the Pacific Lumber company there.

The department of justice investigators report intensive activities among organizers of the women's auxiliary of the K. K. K. in the bay cities.

George Morrison of Susanville died of bullet wounds received when masked bandits held up a soft drink place on the Richmond road near there.

About 5,000 fruit trays and ten acres of pasture land at the Rippy ranch south of Oroville were burned by a fire started, it is thought, by a cigarette.

Postmasters appointed for California offices the past week include Louis Joerger, Carbon, Shasta county, and Mrs. Griffin C. Nielson, Grenada, Siskiyou county.

Mrs. Flora Crooks of Gazelle, 21 and a bride of seven weeks, died at Maxwell from injuries received when her auto overturned on the highway north of that place.

A. M. Mortensen of San Francisco is the new manager of the California Prune and Apricot Growers' association, appointed to succeed H. G. Coykendall, resigned.

Municipal property valued at $35,000 was burned in a fire at the yards of the board of public workers in San Francisco. Five street sweeping machines were destroyed.

A suit for $98,000 damage against Santa Barbara county has been brought by a road contracting concern for cancellation of contract for the paving of the Buellton-Lompoc road.

Waverly is all excitement over the discovery of gold ore assaying $1,000 to forty pounds, and all northern California is enjoying the sensation of a new gold fever, says the report.

The funeral of Charles Kingsbury, Igo pioneer, was attended by nine sons and daughters, six grandchildren and four great grandchildren, and neighbors and friends of over half a century.

Directors of the Tehama County Fair association have decided to hold no fair this year, at the same time offering the use of their grounds to the county farm bureau should that organization desire to hold one.

Distinguished people from all over the world have been recent visitors to the Burbank home at Santa Rosa. Twenty-five foreign educators, representatives to the N. E. A. conference called on the plant wizzard in one day.

As a protest against the conviction in Los Angeles Superior court of twenty-seven I. W. W. on charges of criminal syndicalism, 5-day general strike of the marine transport workers was called at the Los Angeles harbor.

It was a strange trick of fate that took Fred Tremaline of Los Angeles to San Quentin penitentiary to serve a sentence for grand larceny within the same walls that hold Clara Phillips, slayer of his daughter, Alberta Meadows.

Stock raisers of Shasta county are conducting a test to improve range conditions by burning over privately owned lands. The experiment is under the direction of Farm Adviser Talbot and A. W. Sampson, state university professor.

The deputy fish and game commissioner has just completed the planting of 100,000 trout fry in the streams of Tulare county. It is estimated that by the end of the summer nearly a million fry will have been planted in the streams of that county.

The Auburn Placer Herald celebrated its seventy-first birthday July 10. Editor Shepard's statement on that occasion said that in all that time the Herald had not missed an issue, its name and policies had always been the same and that it is the oldest paper continuously published in California.

Please mention The Beach News

THE BEACH NEWS

AN INDEPENDENT PAPER
Promoting the Progress of the Beach Sections of San Diego and the Entire Point Loma Peninsula
PUBLISHED EVERY FRIDAY
4829 Saratoga Avenue, Ocean Beach, California
Phone Point Loma 17

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KATHERINE SMITH ... Sec'y.-Treas.

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"Entered as second-class matter December 1, 1922, at the Postoffice at Ocean Beach, California under the Act of March 3, 1879."

FRIDAY, July 20, 1923

THE BEACH NEWS is on sale regularly at the STATION NEWS STAND, Niagara avenue and Bacon street, and at FROIDE'S PHOTO STUDIO, Newport avenue, opp. the postoffice.

News contributors and advertising patrons will please take notice that the forms of The Beach News close at noon every Thursday and will greatly oblige by submitting their favors accordingly. Write on one side of the paper only.

TO NEWS CONTRIBUTORS

In order to insure prompt and proper publication of news notices of all societies, lodges, associations and other like gatherings, the chairman, secretary or head of such bodies are respectfully requested to send their news items direct to THE BEACH NEWS office on or before Thursday noon of each week.

TO OUR O. B. SUBSCRIBERS

If you haven't a box at the postoffice, ask for your copy of the Beach News every Friday afternoon just like you do your other mail, which arrives and is distributed at 10:15 a.m. and 4:15 p.m.

SUBSCRIBE NOW!

In order for us to fully comply with the U. S. Postal Laws regarding second-class matter, it is requested that you **subscribe now**, your subscription dating with the current issue of **The Beach News.**

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It's of value to you to know that **The Beach News** is read **FIFTY-TWO TIMES A YEAR** by bona-fide **Paid Subscribers** in from one to fifteen cities in each of the following **THIRTY-THREE States and THREE Foreign Countries**, now listed on our Subscription Books—Open to All:

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For Sale—New modern plastered house, lot 50x140, close in, $2,500 Easy terms. Phone Loma 308-M.

View Lots—Ocean Beach, $100 each. $10 down, balance on, or before 10 years. Phone Point Loma 308-M.

LOST—On the beach, pair of rim glasses, in case; also small purse. Reward if returned to 5144 Muir avenue. Phone milburn, Main 2773.

FOR SALE—Fat hens, 75 cents each; large eggs, 35 cents dozen. MRS. L. A. SWETS, 4762 Pescadero avenue, Ocean Beach.

FOR SALE—$12.50 fishing rod and reel, practically new, bargain, $4.50. Harrison, Pavilion Bath House, Ocean Beach.

ALWAYS ON THE JOB

Dan Cupid, old Father Stork and the Grim Reaper never take time off for a vacation from the ceaseless grind of shaping and shifting the population of old Mother Earth that has been going on since the dawn of time and will continue solong as the world stands. Their tasks seem huge, considering the population of the earth today, and it is no wonder that occasionally some misfits slips in.

ISN'T IT THE TRUTH?

A man can go to hell and look around, back out and make a fresh start; but a woman is not allowed to do that. Perhaps that is because there are so many mean men that one does not attract any attention, and so few mean women that when one is found out she is talked about by everybody and is seldom forgiven.

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Church News

CHRISTIAN SCIENCE SOCIETY
1965 Abbott Street, Ocean Beach

Services are held as follows:
Sunday morning at 11 o'clock.
Sunday School, 9:45 a. m.
Wednesday evening at 8 o'clock.

FIRST BAPTIST CHURCH
Rev. Rolla E. Brown, Pastor
Residence, 4802 Coronado avenue.

Supndays—Worship and preaching at 11 a. m. and 7:30 p. m.; Bible school, graded for all ages at 9:45 a. m.; Young People's Union at 6:30 p. m.

Wednesdays—Service of prayer, praise and conference at 7:30 p. m. The public is cordially invited to attend any or all of these meetings.

UNION CONGREGATIONAL CHURCH
Rev. Frederic J. Stoetzel, Pastor

Church school at 9:45.
Morning worship at 11.

CATHOLIC CHURCH
(Corner Defoe Street and Santa Monica Avenue)
Pastor: Rev. Declan E. Foley.

Sundays—Morning service, 8:30; Evening service, 7:30; Sunday school, 9:30 a. m.

Week Days—Service at 8:00 a. m.

At Roseville, Sundays—Service at 10:30 a. m.; Sunday school 11:30 a. m.

TRINITY MISSION EPISCOPAL
REV. ARTHUR C. DODD, IN CHARGE

Sunday school at 9:45 a. m.
Morning service at 11.
Sunday school and morning service held at 5006 Niagara avenue.

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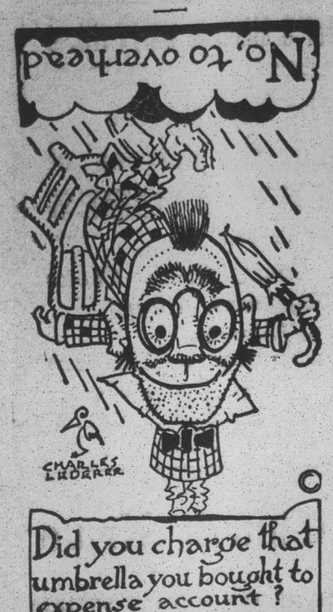

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DISCUSSIONS OF THE HOUR

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Community Forum

This Forum is open to our readers for the expression of opinions and criticisms, whether favorable or unfavorable, on any and all subjects and questions affecting the Beach communities. The views herein expressed are not necessarily our views. We do not ask you to agree with them or with us. We will publish as many reasonable letters each week as space will permit. Please write on one side of the paper only; and sign all communications, not obligatory for publication, unless so requested, but as an evidence of good faith.

THE EDITOR.

WHY IS A "BEACH?"

Editor The Beach News:

Ocean Beach is said to be "as good as any on the coast." So we have heard said always. For what? As a fine place in which to live permanently; where the thermoneter seldom rises to 80, nor ever goes down to the freezing point. But aside from this, it is unequaled as a resort and a resting place for such people as reside in the back country when the thermometer climbs up above 100 and forgets to come down, even for a rest at night.

The citizens of Ocean Beach, seeing the needs of these tourists, have built a large number of Beach houses to rent, usually of three rooms, with water and electric lights, toilets, and fairly-well furnished for four people, for which they charge from $20 to $30 per month, for the summer months —usually during school vacation. There is nothing cheaper on the coast.

The sands and the ocean and fishing are free, subject to State law, viz: "They must not carry away the ocean, nor defile the sands"

Now this seems very reasonable, but there are always some who do not appreciate such priveleges.

Instead of hiring one of these cottages, they will bring a tent (not always ornamental) and set up housekeeping on the beach, and borrow water from some taxpayer, to be paid when it rains, and for toilet, do as other cats, much to the disgust of the children and others who play in the sand.

Curses, both loud and deep, have been heard for a good while, but something else is going to drop if the practice is not stopped. If anyone believes these rents are too high they can buy the outfits cheap any time they can show the cost in good money.

OBSERVER.

ANNOUNCEMENT

The subscription price to **The Beach News** is 75 cents a year anywhere in San Diego county and one dollar a year outside of the county. The paper is issued at noon every Friday and immediately placed in the mails for local and long distance distribution, besides being placed on sale at the Station Newstand, Bacon street and Niagara avenue; Froide's Photo Studio, on Newport avenue, and at the office of publication, 4829 Saratoga avenue, Ocean Beach.

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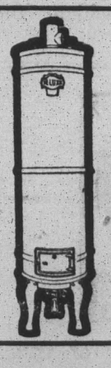
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HELD "PEACE PIPE" SACRED

American Indians Attached Immense Importance to the Ceremony That Accompanied Its Smoking.

The smoking of the "Pipe of Peace" among the American Indians was a ceremony attended with great solemnity. The peace pipe, called by the French the calumet, was treated with great reverence and was brought out only upon the most important occasions, such as the making of peace treaties, the reception of a distinguished stranger with whom the tribe wished to be upon good terms. If the occasion did not bring forth the pipe of peace, it was a sign of hostility. To refuse to smoke it when offered was a cause of offense. The calumet was between two and three inches long, and the stem rather than the bowl was the object of the Indian's reverence. The stem was of reed, artistically decorated with women's hair or eagle's quills. Among the western tribes the pipe bowl was of red catlinite, a fine-grained stone of deep red color found in Coteau des Prairies, west of Big Stone lake, in South Dakota. The Indians of the South and East made the bowl of white stone pierced with several holes so that several stems could be used at the same time. The calumet quarries were regarded as neutral ground among the warring tribes and there were many sacred traditions connected with these spots.

FURTHER HINTS ABOUT MEN

It Would Seem That Writer Has Given Pretty Thorough Consideration to the Subject.

"There never was a man too nearsighted to see the look of admiration in a pretty woman's eyes."

"A good woman inspires a man, a brilliant woman interests him, a beautiful woman fascinates him—but the considerate woman gets him."

"When it comes to making love, a girl can always listen so much faster than a man can talk."

"Love, the quest; marriage, the conquest; divorce, the inquest."

"Most marriages, nowadays, seem built for speed rather than for endurance."

"There are only two kinds of perfectly faultless men—the dead and the deadly."

"One reason why a man's life is so much fuller than a woman's is because he spends nearly three quarters of it in hunting up things for a woman to do."

"A widow's chief consolation in remarrying is probably that she finds it less exhausting to sit up and wait for one man to come home evenings, than to sit up and wait for a lot of them to go home."—From "A Guide to Men," by Helen Rowland.

Famous Chinese Tombs.

The famous Ming tombs are located near Nanking, China. On the road that leads to them from Nanking are colossal figures of carved stone. These are statues of Chinese kings. The Mongols under Genghis Khan's successor swept across Asia and Russia and overran Hungary. He defeated the Germans and Poles in 1241. But the mongols were beaten by Egypt in 1260. After that their power waned, and China was able to throw off the Mongol yoke in 1360, when she established a rule of native kings—the great Ming dynasty. Under the Mings, China flourished until 1644. Then the Manchus, another Mongol people, reconquered China, and remained masters until 1912.

There is a fence built around these statues, because the Chinese believe that the statues would be very mad if a common Chinaman were to touch them.

The Silver Penny.

Honor is due the penny for its antiquity. The first emperor of the Franks used as the basis of his coinage the pfennig of which 240 were coined from one pound of silver. The silver penny was the first silver coin struck in England. At first it was made with a cross cut in so deeply that it could easily be broken in halves (halfpence) and fourths (farthings). Copper pennies were first coined in 1797. At one time there was a gold penny in England. It was introduced by Henry III, and was worth 26 silver pennies.

Pacific Beach

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Authorized Representative For PACIFIC BEACH
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1739 Hornblend Street
Pacific Beach

ALL DAY MEETING.

The all day meeting of the Ladies Aid and Missionary societies, which has been advertised as to be at Mrs. Robert Ravenscrofts is to be instead at Mrs. Richerts, and the date is also changed from July 31 to July 24 in order to accommodate Mrs. McClelland, Presbyterial president, who is to give a talk. Mrs. Milligan will be in charge of the devotionals and Mrs. Henry Churchman of the menu. Please help to let this change become known.

HONORING MISS MARY SCRIPPS

Mrs. J. J. Richert and her daughter Mrs. Fred Corey entertained Wednesday at the Tyrolean Inn, La Jola, a party of twelve at luncheon in honor of Miss Mary Scripps. Also at the La Jolla club house Friday evening, Miss Ellen Scripps in honor of her niece entertained a large company of young folks from Pacific Beach La Jolla and San Diego.

GOLDEN WEDDING CELEBRATION.

Mr. and Mrs. Tom Barrett celebrated their Golden Wedding anniversary Monday, July 16th with their children and grandchildren. Mr. Bert Barrett, their oldest son was unable to be present. Mrs. E. G. Anderson, their daughter, came all the way from Philadelphia for the occasion. Her husband, Mr. E. G. Anderson, who is president of the American Bronze Corporation, accompanied her, making it a business as well as a pleasure trip by visiting in the interests of the corporation, situated at Salt Lake, Denver and San Francisco. The other members of the family present were: Mr. Alfred Barrett, wife and two children, Richard and Laura; Mr. Stanley Barrett and daughter, Luella, and Miss Lenore Barrett, granddaughter.

CHURCH NEWS

Rev. J. W. Millais' sermon Sunday morning was on the subject "The Potter and His Clay" and was illustrated by some pieces he had made. The gist of the subject is embodied in the following beautiful little poem:

Lie still and let Him mould thee
O Lord, I would obey.
Be Thou the skillful potter
And I the yeilding clay.
In Thy dear hand I'm resting,
O, hold me quiet, there—
Then soften me and mould me
And for Thy will prepare.

The C. E. Society met Sunday evening with Margaret Reed as leader. The subject was "Iward and Outward.". The question suggested, is: "Why are some people like an Eskimo Pie? Agnes Henderson gave a very interesting report of the Convention at Long Beach to which she was sent as a delegate.

COMUNITY LEAGUE

The Community League met Monday. The secretary was instructed to notify the City Engineer that the League had abandoned the plan for a pier, and that he would not therefore be required to make specifications. The proposed overhead sign was discussed at length, and Messrs. Black, Owen and Eldridge appointed a committee to attend to the making and placing of it. It is the intention of the League to advertise and boost the scenic road over Mt. Soledad to La Jolla which is now, with the exception of about one half mile which is a little rough, in good condition. There is a wonderful view from Mt. Soledad, and it will be an ideal place from which to view the coming eclipse. It is planned to ask the Automobile Association to place a sign at the intersection of Garnet Avenue and Lamont Street, drawing attention to this scenic road. The entertainment, which has been under consideration for some weeks, is to be held in the Club house Wednesday, July 25th. A Rotarian is coming to give a short talk. Mrs. and Miss White, relative of Mrs. Brophy, will supply some numbers of music and fancy dancing. The boy scout troop will give a play and there will be various other amusing and entertaining stunts with refreshments later. Admision to grown-ups, 25 cents; children, 15 cents. You are invited to come and also to ask the other fellow to come too.

ITEMS OF INTERESTS

Mr. and Mrs. McAllister are visiting friends at Capistrano.

Mrs. Lloyd is staying at Fresno, having been called there by the sickness of her sister. Mr. Floyd is in Los Angeles on a business trip.

Mrs. Milligan has been entertaining her sister, Mrs. McGregor and children. They returned to their home at Long Beach Sunday.

Mrs. Henderson is taking care of the little son of Mr. Ferguson of San Diego. Mrs. Ferguson died following the baby's birth.

Mrs. Robert Ravenscroft and children are visiting relatives in Long Beach and are expected home about Sunday.

We regret to say that two of our prominent citizens and their families are, for business reasons, moving to San Diego. They are Mr. Fancher and Dr. Seymour, the latter to establish his residence and office at University Heights.

Mr. and Mrs. J. J. Richart have as house guests, Mrs. and Miss Rosemary Bryant of Hollywood. They will stay over for Miss Mary Scripp's wedding and also attend the reception that is to follow.

Mr. Alfred Barrett is staying at Murietta Hot Springs, taking the baths and treatment in the hope that it will ease him of the rheumatism and neuritis with which he is troubled. During his absence Mrs. Barrett will attend to the mail route, the children staying with their grandmother at the Bay View Apartments.

Mr. Marcus Robbins, a San Diego attorney, has recently built a small house on the bay front.

Mr. Keeland's two-year-old fruit orchard does credit to his care and Pacific Beach soil. He has almost all kinds of fruit, such as, plumes, peaches, apricots, etc., and all are growing and bearing well.

The paving of Lamont St. has been approved by the City Council. It has gone through the City Engineer's office and is now before the City Council for advertising. If we can continue it around by the bay and along Haines street we shall have a fine circular driveway.

Mr. and Mrs. Henry Churchman have been entertaining Mr. and Mrs. Bauer of Los Angeles and Misses Beulah and Bernice Ellis of Santa Ana. They had a most enjoyable pic-nic up El Monte Gorge, Monday, and have taken various drives to other places of interest.

The Cafeteria supper given last Friday by the Social Committee of the Reading club, of which Mrs. Olive Rogers is chairman, was unexcelled in regards the excellence of the menu and, although there was not as big a crowd as usual, or as was prepared for, a satisfactory amount was cleared. The club's semi-monthly dance was held the same evening.

Pacific Beach subscribers are kindly requested to ask for their paper every Saturday at the postoffice, as copies are duly mailed to everyone and unless called for will probably remain undelivered.

Why Group Fights Group

America is suffering from a lack of economic understanding. It is, therefore, that we find group arrayed against group—that we find the grower at variance with the producer, the producer with the consumer and both with the carrier. It is because of a lack of economic understanding that we find capital and labor frequently striving against each other. Yet each element is vitally interested in each other for the final success of the entire endeavor—in the farmer growing a prime crop and getting a fair return; in the canner packing a palatable crop and getting a fair return; in the carrier transporting without damage or deterioration and getting a fair return; in the wholesaler making a wide distribution and getting a fair return; in the retailer satisfying his customer and getting a fair return; in labor aiding each of the processes and getting a fair return; in capital supplying the money and credit to make each process possible and getting a fair return, and in the consumer receiving a pure, nourishing, dependable, wholesome health giving article at a fair price. There is this community of interest in the production and consumption of human requirements that should prohibit strife among the producing and consuming elements.—J. H. Puelicher, President American Bankers Association.

Gompers on Socialism

State socialism is repugnant to the American mind for a great many reasons. Americans generally prefer to carve out the future in freedom. They are unwilling to accept the idea of an all-powerful state. It is the American idea that the people shall order the state and shape its course; not that the state shall order the lives of the people, fitting them into niches to suit a bureaucratic card index.—Samuel Gompers.